

**Amendments to the Claims:**

This listing of claims will replace all prior versions, and listings, of claims in the application.

**Listing of Claims:**

1. - 19. *(Cancelled)*

20. *(Currently Amended)* A method for comprising the steps of:

ordering a product products over a communication network from one of a plurality of network connected merchants, the ordering taking place over a communication network using any of a plurality of via a network connected order terminals terminal, said plurality of order terminals each terminal associated with a different one of a plurality of business entities, each of said plurality of business entities having a predefined business relationship with each of said plurality of merchants, the step of ordering the product including method comprising the steps of:

maintaining relationship data indicating a ranking of the predefined business relationships between each of said plurality of business entities and each of said plurality of merchants in a database coupled to the communication network; and

presenting to a user purchaser who is unaffiliated with the plurality of business entities and the plurality of merchants an order screen on one of said order terminal terminals selected by the purchaser, the order screen including primary purchasing information for ordering a the product from said one of the plurality of network connected merchants; and

modifying the primary purchasing information being modified in response to a ranking of a predefined business relationship between a business entity associated with said one of said order terminals selected by the purchaser said one of the plurality of business entities and said one of the plurality of network connected merchants.

21. (*Currently Amended*) The method according to claim 20,  
further comprising the step of:

presenting to a second ~~user purchaser who is unaffiliated with the plurality of business entities and the plurality of merchants a second~~ an order screen on a second ~~one of said order terminals selected by the second purchaser,~~ the order screen terminal associated with a second ~~one of said plurality of business entities~~ including secondary purchasing information for ordering said product from said one of the plurality of network connected merchants, the secondary purchasing information being different from the primary purchasing information in response to a different ranking of a predefined business relationship between a ~~said second~~ business entity ~~associated with said second one of said order terminals selected by the second purchaser~~ and said one of the plurality of network connected merchants.

22. (*Currently Amended*) The method according to claim 20,  
~~wherein further comprising the step of modifying the purchasing information to include at least~~ includes the step of presenting in the primary purchasing information a merchant having a highest rank predefined business relationship with said business entity associated with said one of said order terminals selected by the purchaser, ~~one of the plurality of business entities.~~

23. (*Currently Amended*) The method according to claim 20,  
~~wherein further comprising the step of modifying includes lowering a the purchasing information to include a lower~~ price for said product from another network connected merchant having a higher ranking of its predefined business relationship with said business entity associated with said one of said order terminals selected by the purchaser ~~one of the plurality of business entities than~~ said one of the plurality of network connected merchants.

24. *(Currently Amended)* The method according to claim 20, further comprising the step of excluding one or more of the plurality of merchants from the purchasing information presented to the purchaser user based on a ranking of predefined business relationships between said one or more of the plurality of merchants and said business entity associated with said one of said order terminals selected by the purchaser one of the plurality of business entities.

25. *(Currently Amended)* The method according to claim 20, further comprising the steps of:

presenting different types of products on the order screen for the purchaser e-user to select; and

including or not including two or more of the plurality of merchants who sell products of a type selected by the purchaser user on the order screen, wherein the two or more merchants are included or not included based on rankings of their predefined business relationship with said business entity associated with said one of said order terminals selected by the purchaser one of the plurality of business entities.

26. *(Previously Presented)* The method according to claim 25, further comprising the step of presenting one of the two or more merchants in a preferred position on the order screen based on it having a higher ranking predefined business relationship than the other ones of the two or more merchants.

27. *(Currently Amended)* The method according to claim 20 wherein said order terminal comprises any one of the following:

- an a publicly accessible automated teller machine;
- a publicly accessible catalog kiosk;
- a personal computer; or
- a wireless device.

28. ***(Currently Amended)*** The method according to claim 20 wherein said plurality of order terminals is each associated with one of the a plurality of business entities based on comprises one or more of the following associations:  
being owned by a business entity;  
being manufactured by a business entity;  
being leased by a business entity;  
being offered for rent by a business entity;  
being marketed by a business entity;  
being sold by a business entity;  
being provided with network services by a business entity; and  
being provided with retail space by a business entity.  
~~a retail store;~~  
~~a manufacturer of a wireless device; and~~  
~~an automatic teller machine owner.~~

29. ***(Previously Presented)*** The method according to claim 20 wherein said order terminal is located in a retail catalog store.

30. ***(Previously Presented)*** The method according to claim 20 wherein a potential ranking of said predefined business relationships include at least two levels.

31. ***(Previously Presented)*** The method according to claim 20 wherein the step of maintaining data is performed by a service manager using a table in the database.

32. ***(Currently Amended)*** The method according to claim 20, further comprising the step of including or not including a purchasing convenience feature in the purchasing information in response to a ranking of a predefined business relationship between said business entity associated with said one of said order terminals selected by the purchaser one of a plurality of business entities and said one of the plurality of network connected merchants.

33. **(Currently Amended)** A system for ordering products from a plurality of merchants over a network, comprising:

a plurality of order terminals, accessible to a public, an order terminal connected to the network, the order terminals each terminal associated with a different one of a plurality of business entities, and each of the order terminals configured to block a different subset of the plurality of merchants from presenting their pricing information depending on which business entity said each of the order terminals is associated with; entity;

a database connected to the network for storing rankings of business relationships between each of the plurality of business entities entity and each of the plurality of merchants; and

the order terminals each comprising an order screen connected to the order terminal for presenting product selection information to a purchaser, who is not affiliated with either the plurality of business entities or the plurality of merchants, and for presenting merchant and pricing information to a user for a product selected by the purchaser; and

wherein a first one of the order terminals presents merchants that are included in the merchant two or more merchants and their pricing information on its order screen in response to the purchaser selecting the product at the first order terminal, the two or more merchants are selected according in response to a ranking in the database the rankings of a the business relationship relationships between the two or more merchants and a the business entity associated with the first order terminal, and the plurality of merchants and wherein a second one of the order terminals blocks at least one of said two or more merchants from presenting its pricing information on its order screen in response to the purchaser selecting the product at the second order terminal, the at least one of said two or more merchants blocked in response to a ranking in the database of a business relationship between the at least one of said two or more merchants and a business entity associated with the second order terminal.

34. *(Currently Amended)* The system of claim 33, further comprising:

~~a second order terminal connected to the network, the second order terminal associated with a second business entity; and~~

~~a second order screen connected to the second order terminal for presenting second merchant and pricing information to a user for said product after being selected by a second purchaser, wherein merchants that are included in the second merchant and pricing information are different than the two or more merchants and their pricing information in response to the ranking in the database of the business relationship between the merchants that are included in the second merchant and pricing information and a business entity associated with the second order terminal, included in the first merchant and pricing information based on different rankings of the business relationships between the second business entity and the plurality of merchants.~~

35. *(Currently Amended)* The system according to claim 33 wherein the ~~merchandise merchant~~ and pricing information ~~for the product selected by the purchaser~~ excludes merchants based on low rankings of ~~the their business relationship with~~ relationships between the business entity ~~associated with the first order terminal and the excluded merchants~~.

36. *(Currently Amended)* The system according to claim 33 wherein the ~~merchandise merchant~~ and pricing information ~~for the product selected by the purchaser~~ includes lower prices for merchants in response to a higher ranking of ~~their~~ business relationships ~~with~~ between the business entity associated with the first order terminal, ~~and the merchants having lower prices~~.

37. *(Currently Amended)* The system according to claim 33 wherein the ~~merchandise merchant~~ and pricing information is formatted so that merchants having a higher priority business relationship with the business entity ~~associated with the first order terminal~~ are listed first.

38. (*Currently Amended*) The system according to claim 33 wherein said order terminal comprises one of the following:

~~an a publicly accessible automated teller machine; or~~  
~~a publicly accessible catalog kiosk;~~  
~~a personal computer; or~~  
~~a wireless device.~~

39. (*Currently Amended*) The system according to claim 33 wherein said plurality of order terminals is each associated with one of the plurality of business entities based on entity comprises one or more of the following associations:

being owned by a business entity;  
being manufactured by a business entity;  
being leased by a business entity;  
being offered for rent by a business entity;  
being marketed by a business entity;  
being sold by a business entity;  
being provided with network services by a business entity; and  
being provided with retail space by a business entity.  
~~a retail store;~~  
~~a manufacturer of a wireless device; and~~  
~~an automatic teller machine owner.~~

40. (*Currently Amended*) The system according to claim 33 wherein said business entity associated with the first order terminal is a retail catalog store and the first order terminal is located therein.

41. (*Previously Presented*) The system according to claim 33 further comprising a service manager for maintaining the database.

42. (*Canceled*)

43. (*Previously Presented*) A program storage device readable by machine, tangibly embodying a program of instructions executable by the machine to perform the method steps of claim 20.

44. (*Currently Amended*) A method comprising:  
a business entity providing an a network connected order terminal associated with a business entity accessible by a purchaser unaffiliated with the business entity for ordering a product from one of a plurality of a user selected merchants merchant over a network, the network including a connected that includes a business relationship database, the business relationship database including data identifying ranked business relationships between the business entity and the a plurality of merchants; and

presenting to the purchaser user an order screen on said network connected order terminal, the order screen comprising purchasing information for ordering the product and a subset of said plurality of merchants, the subset including at least one merchant that offers the product for sale, one of which is selected by the user, and excluding at least one other merchant that who also offers the product for sale but is a hostile competitor of the business entity, has a lowest rank as identified in the business relationship database.